

# KASTHALL

## PRESS INFORMATION

### FLOURISH FROM KASTHALL – SUSTAINABLE AND UNCOMPROMISING ARRAY OF COLOR

*February 2020 | 1 of 3*



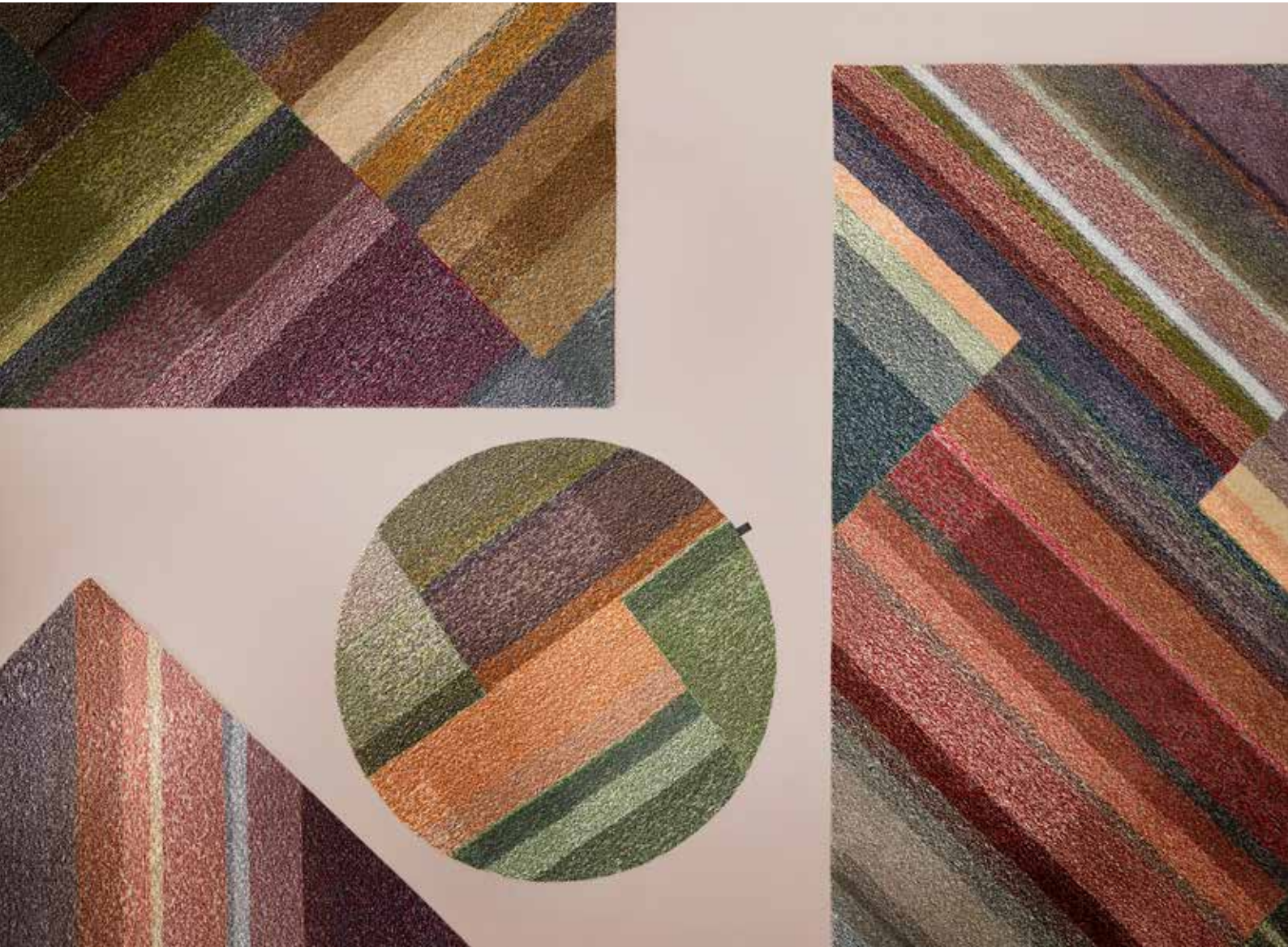
*The 2020 collection from Kasthall called “Colors in Between” is an exploratory tribute to the captivating encounters that occur when color, shadow and light come together. First out in the collection is Flourish, a hand-tufted wool rug made of residual yarn that brings to mind expansive geometric airfields and the color mosaics of open landscapes.*

A key part of Kasthall’s 2020 product development lies in being fully receptive to the constantly shifting beauty of nature. Work both to further develop craftsmanship and explore the Kasthall archives bore fruit in the richly colored statement rug Flourish. While Flourish commands attention in every room it adorns, it is also unassuming and versatile.

Flourish is made of residual yarn, gathered from the production of other hand-tufted rugs. Similar to Harvest, the philosophy behind Flourish lies in the desire to create something new without using unnecessary resources. But while Harvest is a confident big sister wit predetermined color palette and patterns, Flourish is rather the wild little sister who cannot be controlled or tamed.

#### COLORFUL STATEMENT FROM KASTHALL DESIGN STUDIO

Flourish is designed by Ellinor Eliasson at the Kasthall Design Studio. The rug, which builds on a diagonal pattern, is hand-tufted in Kasthall's Classic yarn. Flourish, like all Kasthall rugs, can be purchased to order in any size or shape. In contrast to earlier Kasthall products made from residual yarn, the color combinations of Flourish cannot be predetermined. The idea is that the rug should be as free and manifold as nature itself, offering a surprise every time the light falls on the three-dimensional cut and bouclé pile.



“Flourish is a rug for the bold, who chose it as a work of art and let it set the tone for the environment. There’s something liberating and beautiful about letting such an uncontrolled process – as we have here with the colors – to fully run its course,” says Lena Jiseborn, design director at Kasthall.

“The richness of color and distinctive style are what makes Flourish such a vibrant and eye-catching rug. That it is produced from residual wool from other rugs makes it even more worthy and symbolic for Kasthall and where we are today,” says Ellinor Eliasson, designer Kasthall.



#### PRODUCT INFORMATION FLOURISH

*Design:* Kasthall Design Studio/Ellinor Eliasson

*Product:* Hand-tufted rug in the finest of wool

*Pile material:* 100% wool

*Pile height:* around 10/12 mm

*Pile weight:* around 3000 g/m<sup>2</sup>

*Total height:* around 17 mm

*Total weight:* around 3800 g/m<sup>2</sup>

*Tuft weave:* Polyester

*Color:* Multicolor –  
unique for every rug

*For high resolution images, visit MyNewsdesk, [www.mynewsdesk.com/com/kasthall](http://www.mynewsdesk.com/com/kasthall) or please contact Annica Edgren, Global Marketing Communications Manager [annica.edgren@kasthall.se](mailto:annica.edgren@kasthall.se) | +46 70 210 66 80*

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#### ABOUT KASTHALL

*The venerable design brand Kasthall was established in 1889 in Kinna, western Sweden. Over the years, Kasthall has become one of the leading rug & textile flooring companies in the world, with the bulk of its sales now outside of Sweden. Despite Kasthall's global market presence, all production is carried out at the factory in Kinna. Kasthall continues to develop its product offering for private and public spaces with solid design, a focus on durability, invaluable craftsmanship and by always delivering unique carpets of excellent quality to the global interior design community. For more information, please visit [www.kasthall.com](http://www.kasthall.com)*



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